



FOR IMMEDIATE RELEASE

Bristlecone Hires Tariq Farooqui to Head Asia Pacific Sales

Supply Chain Consulting Firm Recruits a Proven Leader

Singapore – August 12, 2007 – Bristlecone, one of the industry’s most trusted supply chain business advisors, today announced that Tariq Farooqui has joined the company as a regional director to lead its Asia Pacific sales. Based in Singapore, Farooqui will be responsible for sales, business development, marketing, and forging key alliances in the region, with a focus on Southeast Asia, India and Australia/New Zealand.

Mr. Farooqui has more than 17 years of experience in sales and sales management of enterprise software and services. Most recently, he was director of vertical business development in the Asia Pacific region for the Dynamics product line at Microsoft. He has also previously served as director of alliances and channels for Southeast Asia and India for PeopleSoft; as country manager for JD Edwards in India; and as Director for Services Industry and SMB for SAP in India. He has a Bachelors degree in Engineering and Masters in Management from Mumbai University in India.

“Tariq’s combination of deep industry and enterprise solutions sales experience is exactly what Bristlecone needs to accelerate its growth and address the burgeoning demand for high quality supply chain solutions we are seeing in the market” said V Mani, Vice President and General Manager, Bristlecone International. “I am very excited to see Tariq join our management team and lead our sales and marketing operations in Asia Pacific”.

“I’ve worked in enterprise software and services throughout Asia and India, and I’ve come to understand that what’s most important to companies looking for a solutions partner is domain expertise that transcends regional and industry boundaries,” said Mr. Farooqui. “I’m most excited to join Bristlecone because of their preeminence and thought leadership in the supply chain domain, and I look forward to helping them become the most sought after supply chain partner in the Asia Pacific region.”

For more information on Bristlecone’s operations in Asia Pacific, please visit www.bcone.com.

About Bristlecone

Bristlecone, (www.bcone.com) is a leading consulting firm focused on helping clients maximize the strategic value of their supply chains. Across over 100 engagements ranging from supply chain strategy and network design to supply chain system implementations, Bristlecone clients have realized the promise of the Bristlecone Advantage: value through focus; first-hand, real world experience; focus on business results; rapid time to value; and full accountability through fixed fee/fixed time service

delivery. Headquartered in Silicon Valley, CA, Bristlecone helps clients across North America, Europe and the Asia/Pacific regions realize high business impact from improved supply chain planning, sourcing, execution, analytics, and data management, and has been continually acknowledged by industry analysts as a leader in solutions for the extended supply chain. Bristlecone clients include globally recognized companies such as ABB, Applied Materials, Exxon/Mobil, Freescale Semiconductor, HP, Mahindra & Mahindra, Nike, Qatar Petroleum, Ranbaxy, Silicon Labs, Sony, Unilever and Whirlpool. For more information please visit www.bcone.com

###

Media Contact:

Tariq Farooqui

Regional Director - Asia Pacific

Bristlecone

#23-00 Chevron House

30 Raffles Place

Singapore 048622

T + 65.6233.6888

F + 65.6233.6893

M + 65.9118.7025

www.bcone.com